

# The Moorland Post

## At a glance

Headline traffic, main-slot reach and the stories that performed in June 2026.

**28,500**

AVG USERS / MONTH

**71,200**

AVG VIEWS / MONTH

**38,900**LEADERBOARD REACH ·  
IMPR/ADVERT/MO**58,400**ACTIVE SIDEBAR REACH ·  
IMPR/ADVERT/MO

## Top stories this month

ARTICLE	PUBLISHED	VIEWS
Ashburton's medieval bridge to close for six weeks of repairs ↗	30 Jun 2026	1,524
Body of missing walker found on Dartmoor near Hound Tor ↗	24 Jun 2026	1,487
New Lidl approved for Newton Abbot despite 400 objections ↗	3 Jun 2026	1,402

## AI insights

Automated analysis of this month's traffic and advertising data.

### How the site performed

- June drew 34,200 users and 88,600 page views — a strong month, up about 9% on May and the busiest June the site has had, carried by the Ashburton bridge story and steady what's-on and jobs traffic.
- Well ahead of last June (30,900 users) — up 11% year-on-year, continuing a steady year of growth. Readers are also going a little deeper, with pages per visit edging up again.
- Demand was spread across several stories rather than one runaway hit: the top three sat within 122 views of each other (1,402–1,524), led by the Ashburton bridge-closure story (30 June).

### Actions for the ad team

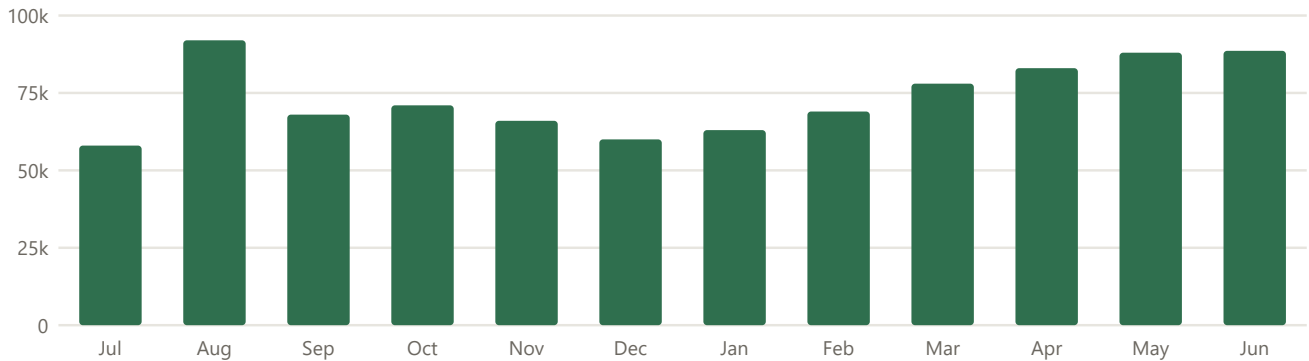
- Chase renewals now:** Tavy Kitchen Co's leaderboard lapses 13 July (this week), and the Buckland Farm Shop (1 Aug) and Ashburton Vets (9 Aug) sidebar bookings fall due inside the renewal window. A client report is ready for each.
- Dartmoor Cheese Co has only one promo left (ends 19 July) with nothing queued behind it — build the next event's assets so the sidebar slot doesn't go dark.
- Meldon Garden Centre is running two sidebar adverts at once — the original and the 'Meldon Autumn' booking (to 21 Aug). Worth confirming both are meant to run, as they may be splitting the slot's impressions.

✓ **No anomalies detected** — site traffic and every live advertiser are within their normal monthly range.

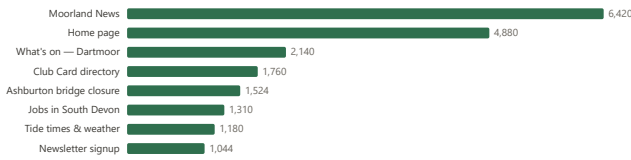
# The Moorland Post

## Website traffic

Over the last 12 complete months the site averaged 28,500 users and 71,200 page views a month. August 2025 peaked above 44,000 users on the back of Widecombe Fair coverage.



### Top 8 pages (June 2026)



### Top news posts (June 2026)

Ashburton's medieval bridge to close for six weeks of repairs ↗	1,524
30 Jun 2026	
Body of missing walker found on Dartmoor near Hound Tor ↗	1,487
24 Jun 2026	
New Lidl approved for Newton Abbot despite 400 objections ↗	1,402
3 Jun 2026	
Flooding shuts A38 at Dean Prior after weekend storms ↗	1,058
23 Jun 2026	
Buckfastleigh steam railway announces winter timetable cuts ↗	914
14 Jun 2026	
Two farm shops win regional produce awards ↗	806
9 Jun 2026	
Widecombe Fair confirms 2026 date and road closures ↗	742
11 Jun 2026	

# The Moorland Post

## Live adverts on the site

Published adverts currently live (showing now or scheduled). Active Sidebar counts only the main right-hand sidebar; Other covers every remaining placement.

<b>31</b> TOTAL LIVE ADVERTS	<b>7</b> LEADERBOARD · LIVE	<b>9</b> ACTIVE SIDEBAR · LIVE	<b>15</b> OTHER ADVERTS · LIVE
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## Main slot reach

Impressions a single always-on advert receives per month, measured from adverts that ran continuously for the last year. These are the figures to quote for a new full-time booking.

<b>38,900</b> LEADERBOARD · PER ADVERT / MONTH	<b>58,400</b> ACTIVE SIDEBAR · PER ADVERT / MONTH
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## Priority: advertisers expiring within 45 days

Sorted by expiry date. Figures are to date (most recent campaign only). A client report has been generated for every advertiser listed here to follow up with.

### Tavy Kitchen Co

9 days left

Leaderboard expires 13 Jul 2026 · advertising since 5 Jan 2026 (6 months).

SLOT	IMPRESSIONS	PER MONTH	CLICKS	CTR
Leaderboard ↗	288,400	48,070	58	0.02%
<b>Total</b>	<b>288,400</b>	<b>48,070</b>	<b>58</b>	<b>0.02%</b>

### Buckland Farm Shop

28 days left

Sidebar expires 01 Aug 2026 · advertising since 22 Jul 2025 (12 months).

SLOT	IMPRESSIONS	PER MONTH	CLICKS	CTR
Sidebar ↗	1,204,600	100,380	470	0.04%
Sticky (mobile) ↗	4,210	351	26	0.62%
Above-content ↗	2,180	182	29	1.33%
<b>Total</b>	<b>1,210,990</b>	<b>100,913</b>	<b>525</b>	<b>0.04%</b>

### Ashburton Vets

36 days left

Sidebar expires 09 Aug 2026 · advertising since 8 May 2026 (2 months).

SLOT	IMPRESSIONS	PER MONTH	CLICKS	CTR
Sidebar ↗	214,800	102,300	101	0.05%
<b>Total</b>	<b>214,800</b>	<b>102,300</b>	<b>101</b>	<b>0.05%</b>

# The Moorland Post

## All active adverts by advertiser

Rows shaded red expire within 45 days (detailed on the previous page). 'Ongoing' = no expiry date set.

ADVERTISER	SLOTS & EXPIRY	SOONEST
Tavy Kitchen Co	Leaderboard ↗: 13 Jul 2026	13 Jul 2026
Dartmoor Cheese Co	1 live promo, series ends 19 Jul 2026	19 Jul 2026
Buckland Farm Shop	Active Sidebar ↗: 01 Aug 2026 · Sticky (mobile) ↗: ongoing · Above-content ↗: ongoing	01 Aug 2026
Ashburton Vets	Active Sidebar ↗: 09 Aug 2026	09 Aug 2026
Meldon Garden Centre	Active Sidebar ↗: 21 Aug 2026 · Active Sidebar ↗: ongoing · Leaderboard ↗: ongoing	21 Aug 2026
Moor & Coast Estate Agents	Leaderboard ↗: 20 Nov 2026 · Sponsor banner ↗: 20 Nov 2026	20 Nov 2026
The Cott Inn	Leaderboard ↗: 01 Dec 2026	01 Dec 2026
Moorland Post · house	Homepage portal ↗: ongoing · Leaderboard ↗: ongoing	ongoing

## Expired but still published (not showing)

ADVERTISER	SLOT	LAPSED
Bovey Computers	Active Sidebar ↗	10 Sep 2025
The Old Bakery	Active Sidebar ↗	20 Aug 2025
Chudleigh Dental	Active Sidebar ↗	15 Aug 2025
Riverford Cycles	Leaderboard ↗	01 Jun 2025

These adverts are past their expiry date, so they no longer appear on the site. They are still set to Published rather than Draft — move them to Draft when convenient to keep the live inventory tidy (the stats are kept either way).

**How this briefing is produced.** Each month the system pulls Google Analytics traffic and the ad server's impression/click logs into one place, cross-checks every live booking against its expiry, writes the plain-English read above, and generates a matching client report for every advertiser due for renewal — so the sales team walks into each conversation with the numbers already in hand.

Illustrative sample built on entirely fictional data to demonstrate the format of a Willcocks Web internal briefing. No real advertiser, reader or revenue figures are shown.